

Sonoma Salute to the Arts

Business Opportunities 2007

Dear Friends of Sonoma Salute to the Arts,

We will celebrate the 22nd anniversary of **Sonoma Salute to the Arts** on August 3, 4 and 5, 2007. Please note that the event's traditional weekend in July has been moved to the first weekend of August.

As Sonoma's aesthetic centerpiece and most dynamic fundraising vehicle for the arts, Salute to the Arts generates proceeds for non-profit arts, cultural, and educational organizations – and provides an effective, interactive marketing vehicle for sponsors, participants and regional businesses.

At **The Salute Celebration**, Friday evening's opening night gala, celebrate with food, wine, and music in Sonoma's Secret Spaces. This year's theme pays tribute to the art of food and wine presented through literature, film, drama, and the visual arts. Don artful attire and gather in Sonoma Plaza for a sparkling wine reception. The annual Art Competition Exhibit will be unveiled and you'll receive your passport to Sonoma's Secret Spaces ~ appropriately themed parties tucked into courtyards surrounding Sonoma Plaza. Each will be filled with sumptuous surprises: tasty hors d'oeuvres, luscious wines, and fabulous music. Before evening's end be sure to take a turn on the dance floor at Sonoma Court Shops!

Guests who get their passports stamped in each Secret Space will enter to win a drawing. Passports are to be turned in at the Sonoma Courtyard Shops for the drawing at 10:00 p.m. At evening's end we will select one special patron to embark on a surprise trip for two.

Festivities continue at Saturday evening's **Tenth Annual Dinner and Live Auction** at Jacuzzi Family Vineyards. We are honored to bring our event to this truly outstanding new facility and believe it will take our auction to a new level.

On Saturday and Sunday join chefs, winemakers, brew masters, musicians, poets, authors and artists for a weekend of tasting, browsing, concerts, cooking demonstrations, hands on art projects, and more.

Sonoma Salute to the Arts was the first ever event in the wine country to secure major media sponsors ~ and over the years has provided millions of dollars of advertising and promotion for the region. Visitors travel annually to Sonoma to attend the weekend of events; supporting local businesses, from gas stations and grocery stores, to banks, realtors and mortgage companies, as well as hotels, inns, restaurants, and wineries. The local economy benefits substantially from the presence of Sonoma Salute to the Arts.

This year Sonoma Salute to the Arts is encouraging restaurants and caterers to utilize locally grown organic produce and biodegradable serving ware.

We invite you to join a notable line-up of sponsors to promote your business through the 22nd Annual Sonoma Salute to the Arts. Don't miss this opportunity to take part in Northern California's ultra-premium showcase of the culinary, wine-making, visual and performing arts. Take advantage of the well-organized, high quality, extensive promotion Sonoma Salute to the Arts has to offer. Purchase tickets; advertise in the 60,000-copy program; become a sponsor!

Advertising rates are attached. Please view event information and sponsorship guidelines at www.salutetothearts.com. We would be pleased to provide a hard copy upon request.

Please call if we may be of assistance. We look forward to working with you and wish you a bountiful 2007.

Respectfully,

Pat Summers

Susie Probst

Christine Ricketts

Robert Cherwink

Sonoma Salute to the Arts

2007 PROGRAM ADVERTISING

- Event Dates:** August 3, 4 and 5, 2007
- 2006 Sponsors:** ABC 7, KGO Newstalk AM 810, American Airlines, BMW, Viking Range Corporation / The Gene Schick Company, The Fairmont Sonoma Mission Inn & Spa, California Wine Tours, Sonoma Golf Club, WineCountry.com
- Media Sponsorships:** Value Approximately \$350,000
- Non-Profit Sponsor:** Sonoma Valley Arts Alliance
- Event Producer/
Program Publisher:** Summers-McCann, Inc. Public Relations
- Advertising Deadline:** June 9, 2007
- Press Date:** June 28, 2007
- Distribution Dates:** July 15 - August 5, 2007
- Printing:** Full color cover on 70# gloss book; 48 interior pages (all full color) on 50# gloss book
- Editorial Pages:** Schedule of events, briefs on participating wineries, restaurants, caterers, purveyors and producers of fine foods; arts organizations, galleries, and authors; sponsors and endorsers.
- Circulation:** **60,000**
- Distribution:** Wine Country This Week, Wine Country Weekly Real Estate Reader; direct mail; select businesses (tasting rooms, wine shops, restaurants, lodging facilities, gourmet shops, art galleries, and bookstores) in Sonoma County, Marin County, San Francisco and East Bay; and at Festival ticket booths.

Please contact Summers-McCann, Inc. Public Relations for additional information on Sonoma Salute to the Arts, corporate sponsorship and event participation.

Sonoma Salute to the Arts

2007 ADVERTISING RATES

Back Cover	final trim / full bleed: 8 1/4" X 10 3/4"	\$6,500.00
Inside Front Cover ~		
Full page	final trim / full bleed: 8 1/4" X 10 3/4"	\$5,000.00
Half Page	3 13/16" X 9 7/8" or 7 3/4" X 4 7/8"	\$3,000.00
Quarter Page	3 13/16" X 4 7/8"	\$1,600.00
Inside Back Cover ~		
Full page	final trim / full bleed: 8 1/4" X 10 3/4"	\$5,000.00
Half Page	3 13/16" X 9 7/8" or 7 3/4" X 4 7/8"	\$3,000.00
Quarter Page	3 13/16" X 4 7/8"	\$1,600.00
Interior pages ~		
Full page	7 3/4" X 9 7/8"	\$3,500.00
Half page - page 1	3 13/16" X 9 7/8"	\$2,500.00
Half Page	3 13/16" X 9 7/8" or 7 3/4" X 4 7/8"	\$2,000.00
Quarter Page	3 13/16" X 4 7/8"	950.00
"Co-op" Ads	2 1/2" X 3"	475.00
Maximum 9 ads per page: Restaurants, cuisine to go, gourmet products, lodging, real estate, shopping, etc.		
Wine & Product Labels		475.00

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- payment is due with ad copy by June 9
 - 10% discount for Salute to the Arts participants
 - rental fees for food and wine participants purchasing 1/4 page ad or more will be waived
 - ad production available for a separate fee (\$125/hour, 2 hour minimum) plus expenses
 - designers please call to discuss specifications
 - digital submissions only
 - no agency discounts
-

For advertising assistance please contact
Summers-McCann, Inc. Public Relations
tel 707.938.1133 • fax 707.938.0123 • info@salutetothearts.com

Sonoma Salute to the Arts

2007 PROGRAM ADVERTISING CONTRACT

BUSINESS _____

ADDRESS _____

CITY/STATE/ ZIP _____

TELEPHONE _____

FAX _____

EMAIL _____

CONTACT _____

POSITION / DEPARTMENT _____

\$ _____
AD COST

SIZE & PLACEMENT _____

- Pick up previous ad
- Supplied Digital (*according to specifications*) *
- Ad to be produced by Summers-McCann
for a separate fee (\$125/hour, 2 hour minimum) plus expenses

\$ _____
AMOUNT (DUE WITH AD COPY)
MAKE CHECKS PAYABLE TO
SONOMA VALLEY ARTS ALLIANCE

* Designers: Please call or email Robert to discuss
specifications before sending -
707.938.1133 x 107, robert@summers-mccann.com

AUTHORIZED SIGNATURE

DATE

Please charge to our credit card
#: _____

SUMMERS-MCCANN, INC.
SALUTE TO THE ARTS REPRESENTATIVE

DATE

Exp. date: _____
Name as it appears on card:

SEND CONTRACT AND CHECK PAYABLE TO:

SONOMA VALLEY ARTS ALLIANCE

C/O SUMMERS-MCCANN, INC. PUBLIC RELATIONS

P.O. BOX 1385 • SONOMA, CA 95476

Deadline: June 9, 2007

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VISA /MC

CHECK #: _____

INVOICED #: _____ DATE: _____

PAID